

The Ad-Visor

Sunday, November 26, 1916.

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

THERE are two kinds of people who dine in New York restaurants and hotels. One is the kind who humbly submits to having his hat taken from him and finally returned for a consideration. His path is strewn with bows. But in his heart he has a moment of contempt for himself every time he goes into his pocket for a coin. Yet there are ten of him to one of the other kind.

For the other kind is subjected to everything but personal assault when he enters and everything from scowls to derision when he leaves. As things now stand, even his respect for his own stamina can't overbalance the discomfort of his position. This is what happened to one of them:

On Friday last, in company with R. H. Cochran, vice-president, Universal Film Manufacturing Company; H. O. Davis, general manager of the same concern at the Coast Studios, Universal City, Cal.; Fred Kingsbury, Los Angeles real estate man, and P. D. Cochran, also of the Universal, New York, I went to the Knickerbocker, second floor, to see the new "Ad-Visor" in operation. When I entered the room the check boy asked for my hat. I ignored him, as I always ignore the New York Tipping Trust. He signalled the head waiter, who stopped me and asked for my hat. I ignored him also. When I sat down I put my hat under my chair—and the chair was built to receive it. The head waiter and his assistant appeared at once, both excited. The head waiter said: "You must check your hat. We cannot, and will not, serve you unless you do."

The assistant added: "You will only get us into trouble if you refuse."

"Do you mean to say you won't take my order unless I check my hat?" I asked.

"I mean precisely that," he answered.

In the end I gave up the hat, but not one of our party tipped the Tipping Trust, and as we left the room several voices exclaimed: "Cheap! They're cheap!"

The Knickerbocker management contracts with the Tipping Trust to compel its guests to check their hats; the idea being that it will enforce a tip. Is this the modern idea? I understand that all hotels have the same contract. Do you, Mr. Adams, know of one hotel that has the grit and decency to hold aloof from this sort of thing? Is that the kind of protection that you want for your guests? I have made up my mind that no hotel in New York is big enough to compel me to check my hat if I don't want to check it. I won't pay tribute to the lazy individual who owns these tipping contracts. The question is, Where can I be served? All the first-class hotels prey on their guests in this fashion, I am told.

Could there be a greater advertising asset to a right-minded hotel-keeper than the promise to the public: "This hotel protects its guests, and has no contract with the Tipping Trust or any other iniquitous plan to gouge the public. This hotel furnishes a check room, but the attendants are paid salaries, and we want you to use it as an accommodation that we are obligated to provide."

Write any of the men mentioned herewith, and get their version of our unpleasant visit to the Knickerbocker. Do you imagine any of us will ever go there again? Would you? My idea of it is that the hotel-keeper and the Tipping Trust should be haled to court for carrying out their nefarious plan. The Knickerbocker is the check room of hats forces the public into the position of checking or being called cheap. I think you are doing a remarkable work, and I believe it is building up The Tribune. It is rare and courageous and beneficial.

W. K. COCHRAN.

There is no question, in most instances, about the mutual profiting of the hotel keeper and the man who owns the checking privilege. Lawsuits creep into the papers occasionally setting forth the facts. A Brooklyn restaurant called the Ritz had suit filed against it by a man who wanted \$10,000 for breach of contract because the wash room privilege was turned over to some one else.

"The Chicago Herald" quotes a letter from the manager of the Hotel La Salle criticising the head of the checking department because he averaged only 50 cents from each person.

We are going into New York. It will be interesting reading when the arrangements existing between these concessionaires and the large hotels are described in detail.

Meanwhile, here is a refreshing aspect of the situation, and let all credit be given where credit is due:

I lived at another hotel for five years. I dropped up to the roof of the Hotel Majestic last night and saw this sign that I inclose.

Any hotel that has that much consideration for its guests and is brave enough to strike out against what has become a monumental nuisance, gets my patronage. I moved here to-day.

A HOTEL GUEST.

The sign which brought this guest to change her quarters is this:

THE HOTEL MAJESTIC

forbids employees receiving tips for the care of guests' hats and wraps. Those accepting tips will be dismissed.

COLELAND TOWNSEND, Lessee-Director.

If there are any other hotels with a similar policy, The Ad-Visor will be glad to publish their names.

I WAS interested to note the letter of E. R. Landau, telling how his complaint was handled at Cammeyer's, regarding shoes he had had resoled.

Being a shoe salesman I can appreciate how he felt in this matter, and the cause of the shoe pulling away from the upper was only because a stitch broke, and the strain of further wear caused the other stitches to also break. Now the same thing can happen in a new shoe and one would think the shoe was damaged in making, but such is not the case.

Furthermore, if one would stop to consider, shoes get by far the hardest wear of any wearing apparel; hats, suits, shirts, collars—all get ordinary wear, but shoes must stand up under the daily grind, rain, snow, dirt, gravel and abuse. When it rains and an umbrella is not at hand, our clothes, hats and shoes are thoughtless enough to put on rubbers to protect our shoes? Result, shoes soaked—do we think to put trees in them and let them dry out? No; what happens then? Shoes curl up while drying, leather hardens, and on wearing them, bang goes a stitch—rotten shoes.

By exercising a little care the life of a pair of shoes can easily be doubled.

To begin with, don't wear the same pair of shoes two days in succession, shoes need a rest the same as a machine, and by keeping trees in them they will retain their shape, and will not curl up no matter how long they stand. And above all, do not have the bootblack use paste on your shoes. The cleaning they do is not good, the cream dressing is sufficient, and will clean your shoes without injuring them.

And if you feel that you have a reasonable complaint to make about a pair of shoes, remember Mr. Shoedeker cannot assist unless he is given the chance.

SHOE SALESMAN.

Intelligent and valuable advice. If the shoe fits, put it on.

SOME days ago I wrote you criticising the methods and practices of certain tire manufacturers, in making good faulty tires. Since that time an incident of such refreshing difference occurred that I must tell it here.

Last season I began using Tuff-E-Nuff tires, manufactured by the Converse Rubber Shoe Company, of Malden, Mass. I used two of them with but mediocre success. But they were well recommended to me by several friends, so I purchased three more this spring.

The first "blew out" after 745 miles of effort. The second reached 1,452 miles. Both were badly "rim-out." I had not run them deflated, so knew the fault lay in the tires themselves. I wrote the Converse company, stating the facts in each instance. I also returned tires for their inspection. They replied that they had had some trouble with rim-cutting, due to faulty equipment in their factory, which they had now replaced with efficient equipment. They admitted the faulty construction, accepted my statements as to mileage received and made adjustments without question.

The third tire ran 1,814 miles before blowing out. This time on the tread. I returned it as the others. I am inclosing their reply. No quibbling; no denying. They think it could not be the tire's fault. Yet they accept my statement of the facts as true, and issue credit accordingly. They recognize the fact that my experience has been bad. Yet they refund so cheerfully and willingly. Their very willingness carries the impression that they are sure of the quality of their tires. They certainly have made a far friend for Tuff-E-Nuff tires.

This experience is so different from the usual "seek a hole to crawl through and then quibble" way of adjusting the mileage guarantees on tires that I think it will interest other automobilists.

H. HERMAN HITCHCOCK.

This is the company letter:

We have examined the tire, and do not believe that in this instance the casing is really at fault, as there is a bad cut through the tire just at the apex of the break in the fabric, which we are very sure is what has caused your difficulty.

You have, however, had such uniformly unsatisfactory experience with the casings of ours you have used that we are going to make an adjustment of this casing on the mileage which you claim it, and so would therefore propose furnishing you with a new tire at a charge of \$18.64, less 5 per cent for cash.

Awaiting your confirmation of this adjustment, we remain, yours truly,

CONVERSE RUBBER SHOE COMPANY.

DANIEL W. BOYNTON.

Your experiences were Tuff-E-Nuff. Many manufacturers Bluff-E-Nuff to discourage and disgust the motorist. Fortunately, the Converse guarantee appears to be Tuff-E-Nuff to inspire confidence. Perhaps this is Tuff-E-Nuff.

(The next Ad-Visor will appear on Tuesday, November 28.)

15 AUTOISTS ARRESTED ON WAY TO YALE GAME

Watches and Robes Left for Bonds with Milford Authorities

(By Telegraph to The Tribune.)

Milford, Conn., Nov. 25.—All day long state policemen on motorcycles have been busy here endeavoring to put a stop to the automobile racing on New Haven Turnpike. Eight thousand automobiles going to the Harvard-Yale game passed through here to-day and one accident occurred. Two men riding in a car owned by Mrs. W. Wiley, of Greenwich, were hurt and she was taken to the Bridgeport Hospital. Their motor, pushed into a pole, caught fire and burned.

Fifteen arrests were made between sunrise and sundown. Bonds of \$50 each were demanded, some of those wearing furs and driving high-priced cars who were shy of cash leaving gold watches, diamond rings, automobile robes and tires for bonds.

Among those arrested from New York were Harry Neary, Frank Charles Walper, Charles J. Moore, Herman Jewett and Frank Erhardt.

100 PLATTSBURG VETERANS BRAVE COLD FOR DRILL

Blue Noses and Tingling Fingers Mark First Saturday Turnout at Governor's Island

The biting wind that swept up the Sound yesterday afternoon did not deter a hundred Plattsburg veterans from donning uniforms, shouldering rifles and indulging in their favorite winter sport—outdoor drills. The wind cut keen across the parade ground at Governor's Island, where the Plattsburgers have begun their winter drive, but, despite blue noses and tingling fingertips, they went through two hard hours of "squad right" and "left oblique" under United States army drill sergeants.

Next Saturday they will do the same, and the Saturday thereafter, and so on until summer calls them to the trenches again. By that time, they figure, their muscles will be either iron or ice, for their vow is that no blizzard shall be too fierce to freeze their ardor for civilian preparation.

Since the camp closed the Saturday afternoon drills, promoted by the Military Training Camps Association have been well attended, but yesterday's cold snap was the first true test. The Plattsburgers responded nobly.

None of the military celebrities among the men and boys, ranging in age from eighteen to forty-five, who changed from citizen's clothes to khaki in the island gymnasium. Most of them were chaps who held over a desk in the week and were hardly fitted to sneer at a snowstorm. But, aside from a rather bulky look about the waist-line, due to several layers of sweater, the ten squads were as trim and snappy as a company sweltering in the border.

If enough Plattsburgers are found to take the weekly trip to Governor's Island, they will form an evening unit to study tactics in the classroom and drill on the parade ground in the glare of searchlights. All Plattsburgers are eligible and any civilian who intends to enroll for Plattsburg next summer.

Sergeant Boyce receives applications at the office of the Military Training Camps Association, 31 Nassau Street.

DELEHANTY TO GET RECOUNT

Boards Must Show Cause Why Rejected Ballots Should Not Be Recounted

Judge James A. Delehanty, who on the face of the returns was defeated for reelection to the Court of General Sessions by John F. McIntyre, obtained from Justice Philbin yesterday an order directing the Board of Elections and the County Board of Canvassers to show cause before Justice Shearn to-morrow why all ballots marked void, protested and defective should not be canvassed. Judge Delehanty is of the opinion that there may be among the sufficient good ballots to change the close result in his favor.

Judge Delehanty, who was the Republican and Progressive candidate, received 108,379 votes, and McIntyre, the Democratic candidate 109,000.

Morris Hillquit, Socialist candidate for Congress in the 20th Congress District, obtained a similar order, returnable to-morrow. On his application there has been in progress a recount of the blank, void and protested ballots.

The canvass so far showed that he should have been credited with 70 additional votes. The unofficial count showed 4,530 votes for Isaac Siegel, the Republican candidate, and 4,129 for Hillquit. The Socialist candidate now wants all the ballot boxes opened and the votes recounted.

URGE EARLY XMAS SHOPPING

Express Companies Say It Will Make Better Service Possible

Express companies issued this statement yesterday, appealing for prompt shipment of Christmas presents:

"Although this crisis arises every year, the extraordinary conditions of transportation prevailing at the present time accentuate the need for early shipping of Christmas presents."

The general property promises to make the coming Christmas the most commercially active the country has ever known. The railroads are already working under pressure, but it is believed that with the holiday shipping season stretched over the entire month of December, more adequate service can be given than if the entire Christmas movement is jammed into the week immediately preceding Christmas."

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500,000 FOUND HOTELS FILLED

Overflow of Visitors Is Billeted on Boarding Houses

HALL ROOMS FOR NAVY AND ARMY OFFICERS

Visitors for Game Lose by Failure to Make Reservations Here

It sounds like a terrible reflection upon New York's boasted ability to handle any number of visitors to say that thousands of brave soldiers and sailors, ranging in rank from lieutenants to generals and from ensigns to admirals, were compelled to sleep in boarding houses last night.

But it happened.

Many a brave general and doughty admiral sat in the ornate lobbies and the vivid dining rooms of the Waldorf, the McAlpin and the other big hotels until a late hour, chuckling over victory or glooming over defeat, and then took a taxi to the West Side and wearily climbed the stairs to the third floor rear.

Retreat to Boarding Houses

There was no other place to put the generals and admirals, and as for the visiting public, it will require several days to determine just where it did sleep. The army and navy men, having delayed making hotel reservations until six months ago, had their choice of sleeping in the gutter or the boarding houses. Being brave men, they chose the boarding houses.

Every hotel in New York was crowded to the doors last night. For the last five days there hasn't been a vacant room in any of the first or second class hotels, but requests for suites and rooms kept pouring in by the hundreds. Hotel men say that the thousands who came to New York for the Army-Navy game and those who came back to New Haven, added to the other thousands who had caused already overcrowded conditions, made the biggest crowd that New York has had to handle in a great many years.

The Hotel Men's Association, which handles the overflow on such occasions, estimated that it has obtained rooms for between 400,000 and 500,000 persons within the last five days. The larger hotels, like the McAlpin, the Waldorf, the Knickerbocker, the Biltmore and the Astor, just accepting reservations ten days ago, and all requests for rooms were turned over to the association.

Rates Raised, of Course

The boarding house people raised their rates, swept off the front steps, put an extra towel in the bathroom and responded that they would give everybody a place to sleep. By noon yesterday the Hotel Men's Association had placed one of the largest orders for blankets that it had ever had.

None of the Cabinet dignitaries and high government officials who came up from Washington for the game were forced to sleep in the boarding houses, however. They all had first class rooms and suites in first class hotels, having had the foresight to make reservations a year or so ago. The midshipmen and the cadets, too, had rooms, although not every midshipman or cadet occupied his room. The midshipmen were at the Park Avenue Hotel, the McAlpin, the Imperial and the Marlborough, while the football team had quarters at the Biltmore.

The Army team stopped at the Astor, where about 200 of the cadets also had rooms. The majority of the government officials, including Secretaries Lansing, Daniels and Baker, were at the Biltmore.

ANNAPOLIS GRADUATE KILLED

William H. Jacques, Victim of a Train in London Suburb

London, Nov. 25.—William Henry Jacques, a graduate of the Naval Academy at Annapolis and afterward with the Bethlehem Steel Company, and president of the Holland Submarine company, has been killed by a railroad accident. Mr. Jacques recently took a house in High Barnet, a London suburb.

His body was found on the track on Friday morning. It is supposed Mr. Jacques stepped from the right side of the car, according to the American custom, and was struck by a train on the other track.

Mr. Jacques was prominent in the organization of the New Jersey naval militia.

STAN DEALLS AT ARMY GAME

Dozen Persons Thrown to Ground, Three Hurt at Polo Grounds

West Point cadets in Section 27 of a temporary stand at the north end of the Polo Grounds were singing and swaying during the game yesterday when a seat collapsed, throwing a dozen persons to the ground.

Charles M. Zion, of 340 West Eighty-sixth Street, and two cadets, Harry C. Barnes and Ferman C. Marford, required services of an ambulance surgeon, but saw the game out.

BROOKLYN AMUSEMENTS MAJESTIC.

Wags, including a motion picture, and other amusements.

From the brilliant and sparkling success.

A musical play of artistic character.

Authors of "High Jinks" and "The Phantom."

One year at the Lyric 44th St. Theatre, Manhattan.

Week of Nov. 4.—Rich Mail, Four Mo.

Our reg. \$7.95

5.95

NEGLIGEE OF MESSALINE—illustrated, in open, navy, with white lace and ribbon collar and cuffs; our reg. \$7.95—5.95

BOUDOIR CAPS OF JAP SILK OR CREPE DE CHINE—Pastel shades—lace and ribbon trimmed—our reg. \$8—7.95

BOUDOIR CAPS OF SATIN OR CREPE DE CHINE—Fascinating lace wheel over ear—lace edging and tiniest of rosebuds—ribbon streamers—Crepe de Chine—our reg. \$1.25—98

Satin—our reg. \$1.50—1.39

TWO-IN-ONE BOUDOIR CAPS—Of lace—may be used as cap or bag—ribbon drawing—79 to 3.69

A Great Variety of BOUDOIR CAPS—49 to 3.69

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